

**foo  
dly**



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# 1

## Introduction

**In the context of the Open Food Hackdays we decided to create a solution for the shopping experience of each customer and make it personal to fit the individual needs.**

Today: Shopping of groceries is not personal. There is a lot of data about products, prices and ingredients available. The potential to support the customer with this amount of data is huge.

We would like to check the possibilities of using this data and create a solution to make it useful in a smart way.

# 2

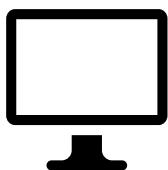
## Open Food Hackdays

The Business Innovation food.opendata.ch program supports creative, entrepreneurial and scientific projects in the area of food and nutrition data on their way from the first idea to market readiness by providing new open data, intense coaching and mentorship, and financial support.

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## Team

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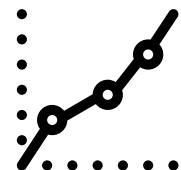
### Development

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### UX / UI Design

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### Business

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We have known each other  
for years and work with  
passion in our fields.



# 4

## «foodly» – What it does

**«foodly» is a new application which eases a customer's life during shopping. We strongly belief that customers won't scan products just to get additional information about a product without any further benefit.**

«foodly» combines product transparency by providing valuable information which often isn't easily accessible and by using the data from the scans to simplify and automatize the payment process.

«foodly» gives a customer the opportunity to select a product that isn't available at the current store and choose either a store pickup or homedelivery. «foodly» distincts between four types of customers, which have different preferences when it comes to product specification.

Customer pick between «Sparfuchs», «Lokalist», «Gesundheit» and «Weltretter». For each type, «foodly» provides relevant information after a scan and helps gaining knowledge in the chosen topic. But it doesn't stops there, «foodly» also suggest alternative products which fit better with the consumer's preferences.



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## «foodly» – How it looks

The image displays six screenshots of the foodly mobile application interface:

- User Profile Screen:** Shows four categories: Sparfuchs (green), Gesundheit (yellow), Lokalist (blue), and Umwelt (green). Each category has an icon: a piggy bank for Sparfuchs, a carrot for Gesundheit, a person with a briefcase for Lokalist, and a recycling bin for Umwelt.
- Product Details Screen:** Shows two products: Blévita 5-Korngebäck (0.55) and Blévita Dinkelgebäck (3.55). Below them is a larger image of Farmer Crunchy Honig-Miel-Miele cereal bars.
- Product Details Screen (continued):** Shows the Farmer Crunchy Honig-Miel-Miele cereal bar with a price of 3.30 CHF. It includes a description: "1 Stück, Inhalt 1500 Gramm", and a list of ingredients: "Vollkornflocken 40% (HAFER, WEIZEN), Honig 18 %, Zucker, Palmfett, MagerMILCHpulver, HASELNÜDELN, Kokosraspel, Kochsalz, Aroma".
- Category Screen:** Shows the Sparfuchs category with three items: Blévita 5-Korngebäck, Blévita Dinkelgebäck, and Farmer Crunchy Honig-Miel-Miele. Below the items is a section titled "20% Sparpotenzial" with a note: "Ein Mensch verbraucht pro Tag so viel CO2 für seine Lebensmittel wie wenn du von Chur nach Genua mit einem Ferrari fährst."
- Shopping Cart Screen:** Shows the Farmer Crunchy Honig-Miel-Miele item in the cart with a total price of CHF 4.40.
- Checkout Screen:** Shows the total price of CHF 3.30 (incl. 8% MwSt.) and the saved amount of CHF 1.10. It includes sections for "Zahlungsoptionen" (Credit Card: VISA 1538 \*\*\*\* \*), "Lieferoptionen" (Delivery options: MITNEHMEN, MIXED, LIEFERUNG), and "Lieferoptionen" (Delivery address: Nicole Strelbel, Untere Halde 21, 5400 Baden).



After the checkout / payment process the user will be forwarded to the success page.

The goal of the success page is to show how the customers decisions on products, according to his profile, affected his health or the environment.



# 6

## «foodly» – Try it yourself

You can try «foodly» yourself. The APK file for Android devices can be accessed with this link:

<https://raw.githubusercontent.com/AndreasGassmann/foodly/master/apk/android-debug.apk>

«foodly» is also available on Gitgub:

<https://github.com/AndreasGassmann/foodly>

You can scan one of the following bar codes to test the App yourself:



Blévita  
5-Korngebäck



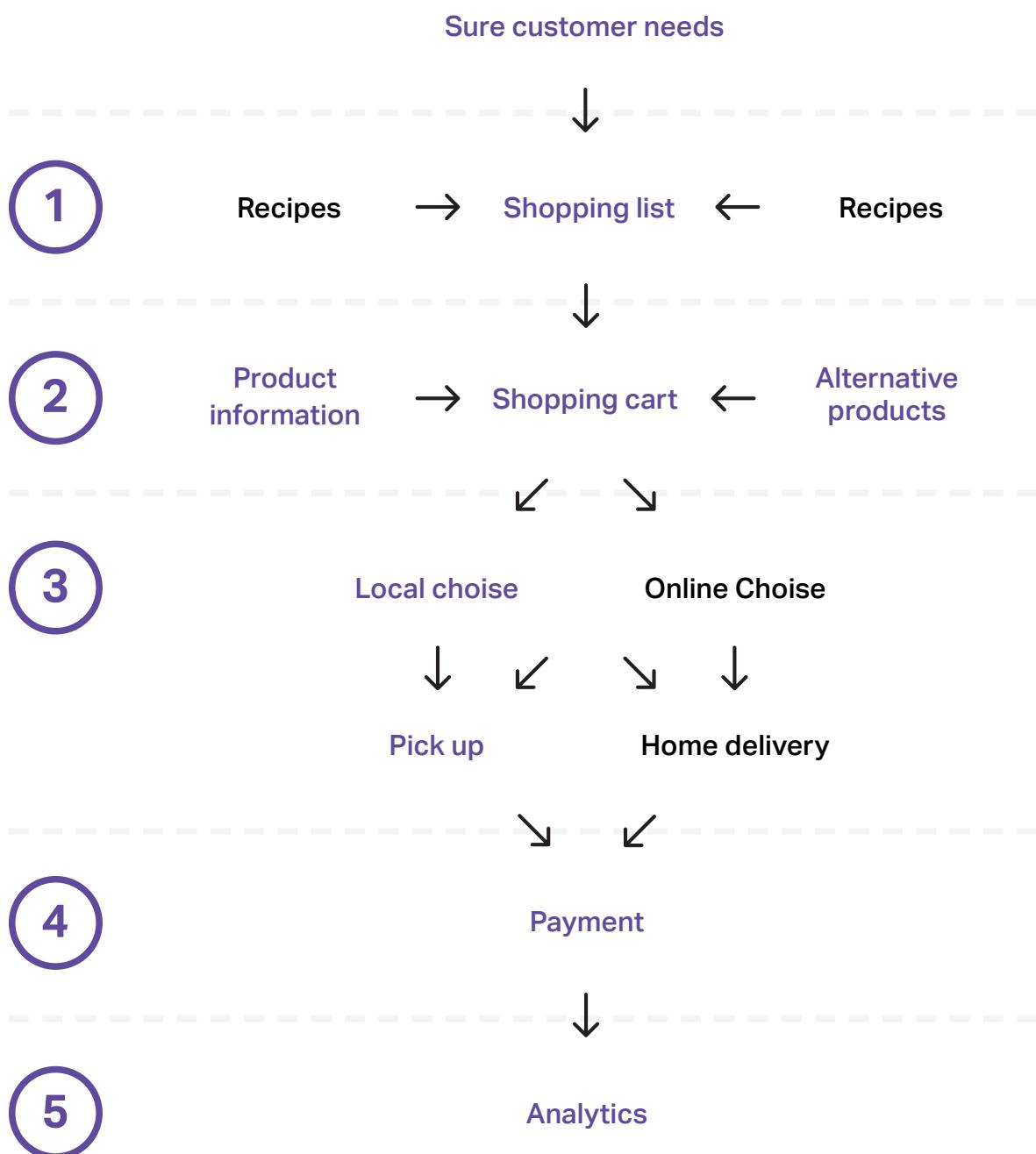
Farmer  
Crunchy-Honig



M-Classic  
Orangensaft 25cl

7

# Process



1

In addition to the already clear needs which the customer has, retailers can lead the customer to certain products by providing receipts or additional product suggestions which fit well with already chosen ones.

2

Most of the time, the same product is offered with different characteristics. Depending on the customer's preferences, he or she will choose different products and labels. This choice requires different information which often are not quickly recognized or available. The goal of this app is to support the customer in choosing the right product characteristics and optimize his shopping experience. Therefore the customer can, depending on their motivation and goals, choose between four categories: Money, Environment, Health and Local.

During shopping, the customer scans articles mainly to put them into his cart for the self-check-out. In this moment, our app kicks in and provides different types of assistance:

- First, it provides information for the different types, for example it shows the CO2-footprint or the nutrition information of the product. This supports the decision-making of the customer.
- Second, it suggests an alternative product which fits better to the chosen preferences. This automatic alternative substitutes own decision making and doesn't require attention without losing efficiency in preference matching.
- Third, the app is showing an alarm signal if the customer scans an article which is quite the opposite of his preferences.



In a next version an additional feature should be available which checks also if it's against his diet type (i.e. vegan), his religious dietary restriction or his limitations due to allergies.

3

Customers can choose between picking up their purchases in the shop or use the homedelivery service. Therefore, the scanned products can be ordered via app directly in the online store.

4

Different Payment methods can be used.

5

Using the app gives the opportunity to analyze the purchases. Descriptive statistics can show where the customers spend their money or how their CO2-footprint is. In addition, the app can measure how much the alternative product suggestions optimizes the consumers goal.



# 8

## API Requirements

To implement «foodly» we have the following requirements to the API's:

Necessary:

- Product prices (In specific stores and online)
- Checkout / Payment integration

Nice-to-have:

- Product prices (In specific stores and online)
- Checkout / Payment integration
- Product availability in specific stores
- Very fine granular categories to suggest “similar” products
- Expiration date of specific product
- List of products that expire soon
- CO2 footprint of product
- Origin of product (and ingredients)